

Visit Huskisson

Showcasing a Local Area Through Social Media

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All information believed to be correct at the time of writing.

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Overview

This report will demonstrate how the Internet can be used to showcase a local area, not just by providing a central website with information but also incorporating social media services. Specifically we will be showcasing the Huskisson area of the South Coast of New South Wales, Australia, through a variety of media and services.

A Simple Philosophy

My philosophy is pretty simple. If you want to be found be highly visible, have your content in a lot of places. If you're offering content – especially free/unpaid content – why wouldn't you share it as widely as possible?

Sure, *YouTube* is the biggest video sharing website but it isn't the *only* video sharing website. Computer users have their own preferences when it comes to what sites and services they use. Some people might be on *Facebook* but not *Twitter*, others might shun *Facebook* completely. If your content is in a lot of places people have a better chance of finding it.

Social = Sharing

Social media is all about sharing. If you enjoy something or come across something useful you share it with your friends, family and contacts. If the content – or a link to the content – is already within a social media service then it is easier to share. It is much easier to hit the 'retweet' button on *Twitter* or 'share' on *Facebook* than it is to copy the URL and add some text to create a new post. The easier it is to share, the greater the likelihood that people will. We want to make sharing our content easy!

Branding

Username

It is important to think about your branding online and reserve usernames from a variety of websites – *even websites and services you may not intend to use*. If someone else uses the same username as you on another website it can dilute and confuse the brand. How will people know which version *is* you? How will people know there's a difference? How will you distinguish yourself?

If there are already people using your proposed username – especially if that user is prominent (they have a lot of friends or followers or subscriptions, or their content is receiving a lot of views) – it may be worth rethinking the username.

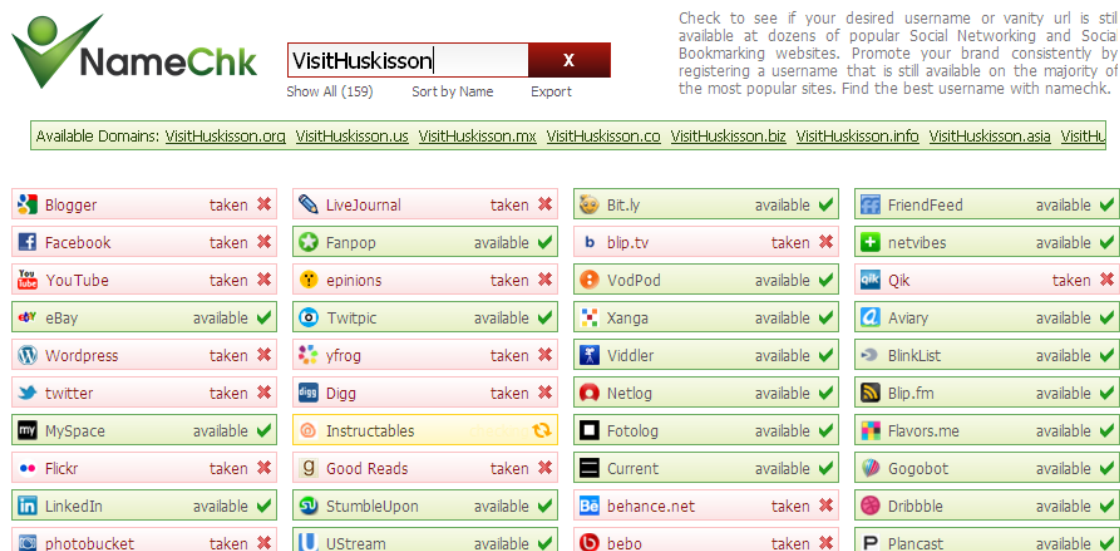
Occasionally you may need to think of a variation of your proposed for a particular site. Perhaps it has already been taken or it conflicts with the website's naming conventions. For example the *Catch Of The Day* website uses @TodaysCatch as their Twitter handle.

Checking Username Availability with Namechk

You can use a service such as *Namechk* to check the availability of your username or proposed username among a number of different websites.

<http://namechk.com>

Please note however that these services are not perfect, occasionally they will suggest your username is taken at certain websites when it is not. It is worth following the links provided by *Namechk* and double checking to see if the username is actually taken.



The screenshot shows the Namechk website interface. At the top, the Namechk logo is on the left, and a search bar contains the username 'VisitHuskisson'. To the right of the search bar is a red button with a white 'X' icon. Below the search bar are links for 'Show All (159)', 'Sort by Name', and 'Export'. A text box below the search bar lists available domains: VisitHuskisson.org, VisitHuskisson.us, VisitHuskisson.mx, VisitHuskisson.co, VisitHuskisson.biz, VisitHuskisson.info, VisitHuskisson.asia, and VisitHuskisson.net. Below this, a grid of 24 services is shown, each with a status indicator (taken or available) and a checkmark or X icon. The services are arranged in four columns and six rows.

Service	Status
Blogger	taken
Facebook	taken
YouTube	taken
eBay	available
Wordpress	taken
twitter	taken
MySpace	available
Flickr	taken
LinkedIn	available
photobucket	taken
LiveJournal	taken
Fanpop	available
epinions	taken
Twitpic	available
yfrog	taken
Digg	taken
Instructables	available
Good Reads	taken
StumbleUpon	available
UStream	available
Bit.ly	available
blip.tv	taken
VodPod	available
Xanga	available
Viddler	available
Netlog	available
Fotolog	available
Current	available
behance.net	taken
bebo	taken
FriendFeed	available
netvibes	available
Qik	taken
Aviary	available
BlinkList	available
Blip.fm	available
Flavors.me	available
Gogobot	available
Dribbble	available
Pancast	available

Site Registrations for Visit Huskisson

Website / Service	Username	URL (if applicable)
Google/ Gmail	VisitHuskisson	
Twitter	VisitHuskisson	http://www.twitter.com/visithuskisson
Facebook (Page)	VisitHuskisson	http://www.facebook/visithuskisson
YouTube	VisitHuskisson	http://www.youtube.com/visithuskisson
DailyMotion	VisitHuskisson	http://www.dailymotion.com/VisitHuskisson
Metacafe	VisitHuskisson	http://www.metacafe.com/channels/VisitHuskisson/
Blip.TV	VisitHuskisson	http://blip.tv/visithuskisson
Tubemogul	VisitHuskisson	
Veoh	VisitHuskisson	http://www.veoh.com/users/VisitHuskisson
Flickr	[Log in with Google]	http://www.flickr.com/photos/visithuskisson
PhotoBucket	VisitHuskisson	http://s1210.photobucket.com/albums/cc407/VisitHuskisson/
DeviantArt	VisitHuskisson	http://visithuskisson.deviantart.com
Dailybooth	VisitHuskisson	http://www.dailybooth.com/visithuskisson
Delicious	VisitHuskisson	http://www.delicious.com/VisitHuskisson
Wordpress.com	VisitHuskisson	http://visithuskisson.wordpress.com
Blogger.com	VisitHuskisson	http://visithuskisson.blogspot.com

Domain Name

For this project I have registered the following domain name.

<http://www.visithuskisson.com>

Domain extensions describe the type of website and what geographical region the website relates to.

Domain Extension	Explanation
.com .co	Commercial websites These vary depending on region. For example in Australia we have .com.au domains. However in the UK they have .co.uk domains. Similarly in New Zealand they have .co.nz domains.
.net	Networks
.edu	Educational websites
.au	Australian websites
.uk	United Kingdom websites
.nz	New Zealand websites

Obviously for promoting an area of Australia the .com.au domain extension would be best. However there are a number of requirements to register .au domains so for the purposes of this project a .com domain will suffice.

For more information about registering .au domains visit the *.au Domain Administration* website.

<http://www.auda.org.au>

Similarly it may help your search engine results to have your website hosted within the country the website subject relates to. (For this project however I am using pre-existing storage based in America.)

Graphics

We need to give some consideration about how our brand – Visit Huskisson – will look. There is a logo and a social website avatar that I will use over a number of sites to help develop people's concept of this brand.

Logo

Black and white are great contrasting colours. I have created three variations on the Visit Huskisson logo – white on black, black on white, and yellow-orange gradient.



Social Media Avatar

The avatar I will use for social media websites is square and incorporates the logo (as described and shown above) with a stylised picture of a shell on the beach.



QR Code for Website

A QR – *Quick Response* - code is scanned by smart phones and can contain different types of information including web address. Here I have created a QR code that directs the reader to VisitHuskisson.com .



You might like to include a QR code on your printed materials as part of your offline marketing campaign.

You can generate your own QR code at various sites including *Kaywa*.

<http://qrcode.kaywa.com/>

Website/Blog

You will notice that I use the words ‘website’ and ‘blog’ interchangeably in this section. While all blogs are websites, not all websites are blogs. While Self-Hosted *Wordpress* is indeed a blogging platform it allows me the flexibility to have separate pages and acts more as content management system.

Blogging Platform

There are a number of different blogging platforms available. Each has its different strengths and weakness and I would you invite you to check them out for yourself.

<http://www.blogger.com>
<http://www.wordpress.com>
<http://www.wordpress.org>
<http://www.typepad>
<http://www.movabletype.com>

For the Visit Huskisson project I will be using self-hosted *Wordpress*.

A Word about RSS

Let’s talk about RSS – Really Simple Syndicate. To me a blog isn’t a really blog unless it lets you subscribe to it using RSS. Be aware that some sites will have facilities that look like blogs but don’t provide RSS feeds. I think particularly of *MySpace* ‘journals.’ Make sure whatever blogging platform you choose it lets you generate RSS feeds.

Self-Hosted Wordpress Requirements

Self-hosted *Wordpress* is, as the name suggests, hosted on your own web server.

To run self-hosted *Wordpress* your web server will need:

PHP version 5.2.4 or greater

MySQL version 5.0 or greater

You will also need:

FTP Software

Text Editor

The ability to create a *MySQL* database

Your web host should be able to help you if you have any problems with a *Wordpress* installation.

For more information about installing *Wordpress* see:

http://codex.wordpress.org/Installing_WordPress

Benefits of Self-Hosted *Wordpress*

Wordpress is a powerful piece of software and my preference for creating websites and blogs. Some of the benefits of using Self-Hosted *Wordpress* include:

The ability to use customizable permalinks. You can create meaningful URLs from your posts and pages, this is great from a Search Engine Optimisation perspective. So instead of having a URL like:

<http://www.visithuskisson.com/?p=123>

You can have the much more user friendly:

<http://www.visithuskisson.com/page-name/>

The ability to use *Wordpress* themes. Themes quickly change the appearance of your blog. You can make your own, buy specially made *Wordpress* themes or download free ones for your blog.

***Wordpress* lets you use categories and tags.** *Blogger* only lets you use tags. I'll explain later why this is useful.

The *Wordpress* software is free. A great price for a powerful package.

You can find out more about self-hosted *Wordpress* here:

<http://www.wordpress.org>

Thesis *Wordpress* Theme

Wordpress Themes allow you to change how your blog looks. Thesis is a powerful paid *Wordpress* theme that I choose to use with *Wordpress* blogs. A basic understanding of Cascading Style Sheets (CSS) is useful for customising this theme.

Find out more about Thesis here:

<http://diythemes.com/>

You can change your theme in an instant so why not start with a free *Wordpress* theme and experiment? If you decide you need something more elaborate you can always change it later.

For more information on *Wordpress* themes:

<http://wordpress.org/extend/themes/>

Content

Posts and Pages

Blog posts will appear within RSS feeds, whereas pages will not.

The home page itself is actually a blog page, whereas the 'news' page is what people will typically recognise as a blog with multiple entries arranged with the most recent at the beginning.

Categories and Tags

Categories and tags both let you organise your blog posts. For this project I have used the post category 'Businesses' for the Visit Huskisson Business directory.

<http://www.visithuskisson.com/category/businesses/>

Additionally it is able to browse the businesses using post tags.

<http://www.visithuskisson.com/tag/cafes-and-restaurants/>

<http://www.visithuskisson.com/tag/shopping/>

<http://www.visithuskisson.com/tag/recreation/>

<http://www.visithuskisson.com/tag/dolphin-and-whale-watching/>

<http://www.visithuskisson.com/tag/arts-and-culture/>

In this way the same information – the individual posts about local businesses – can be presented in different ways. Additional functionality of *Wordpress* and the Thesis theme allow you to custom this information further with post thumbnails (the photographs associated with posts) and other options.

Feedburner

Feedburner allows you track the (average) number of RSS subscribers you have and also provide you with the ability to add *Google AdSense* ads to your feeds (if you have an *AdSense* account). For more information about *Feedburner* visit:

<http://feedburner.google.com>

Visit Huskisson

Google feedburner

[RSS](#) [Edit Feed Details...](#) | [Delete Feed...](#) | [Transfer Feed...](#)

Analyze

Optimize

Publicize

Monetize

Troubleshootize

[My Feeds](#)

VIEW

Feed Stats

Subscribers

Item Use

Uncommon Uses

Map Overlay:
Moved to NEW location

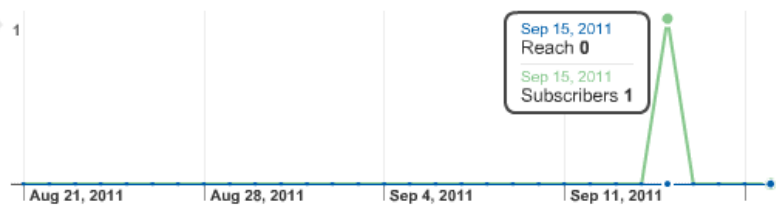
Export: Excel • CSV

SERVICES

[Configure Stats](#)

Feed Stats Dashboard

Show stats for September 19



Earn money from all that traffic up there! Your posts pay off with relevant ads from AdSense.

Monday, September 19, 2011

♦ 0 subscribers

[See more about your subscribers »](#)

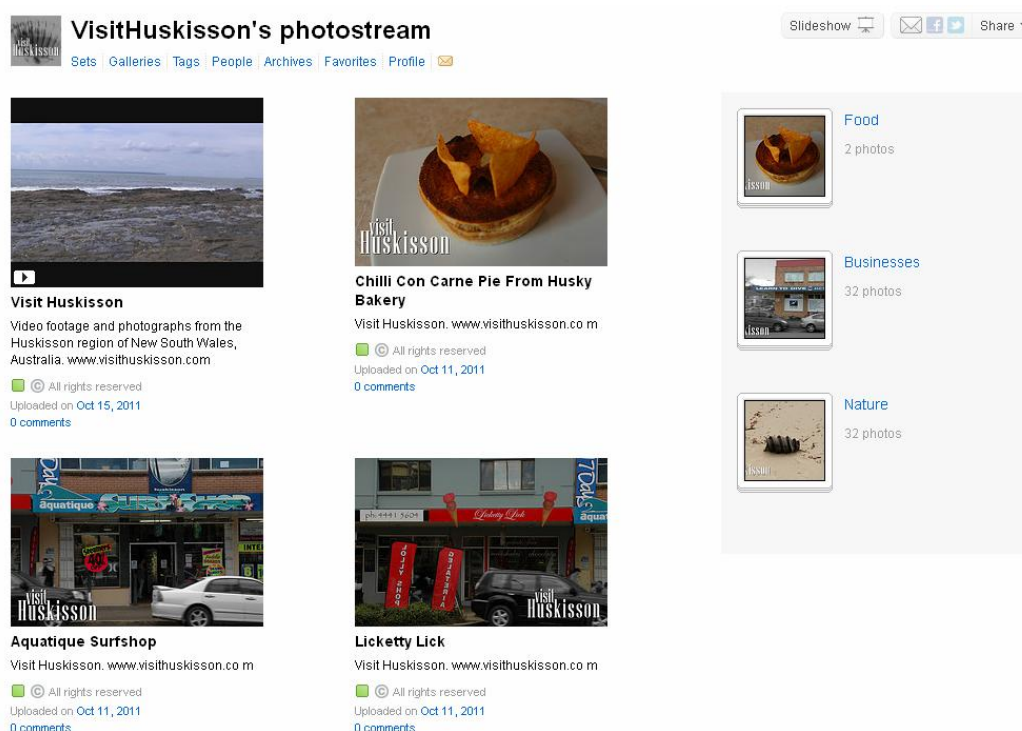
Photograph Sharing

Photo Sharing Websites

Flickr

Flickr is a photograph sharing website. You can upload your own photographs, tag them, organise them into sets and even create collections of other people's photographs. (Remember that people find photographs by searching for text so be descriptive with your titles, descriptions and tags.)

<http://www.flickr.com/photos/visithuskisson>



Photobucket

Photobucket is quite similar to Flickr (though Photobucket is owned by Google whereas Flickr is a Yahoo property).

<http://s1210.photobucket.com/albums/cc407/VisitHuskisson/Visit%20Huskisson/>

DeviantArt

DeviantArt is a slightly different kind of site, catering for visual artists. It also has a photography category.

<http://visithuskisson.deviantart.com>

Dailybooth

Dailybooth is a different kind of photo sharing website. On *Dailybooth* you are encouraged to take or upload a photograph (at roughly the same time) every day. This way you can track changes in people, places and animals over time.

<http://www.dailybooth.com/visithuskisson>

Other People's Photographs

As I'm using social media not just to share my own original content but to publicise the Huskisson area in general, I want to celebrate and share other people's photographs too. I can do this by favouriting other people's photographs on various websites, linking to them and perhaps even licensing their content to use on websites and in videos.

Favouriting

You can find the photographs I've favourited below.

<http://www.flickr.com/photos/visithuskisson/favorites/>
<http://visithuskisson.deviantart.com/favourites/>

Linking

I can also link to the photographs – from the blog/website, from *Twitter* or from *Facebook* – to share with my friends and followers.

Licensing

Flickr allows you to search images that are offered with a *Creative Commons* license.



*Tip: Find content with a
Creative Commons license.
[Learn more...](#)*

☒ Only search within **Creative Commons**-licensed content

☒ Find content to use commercially

☒ Find content to modify, adapt, or build upon

For more information about the various licenses offered visit the *Creative Commons* website:

<http://creativecommons.org/>

Alternatively you could contact individual photographers directly to see what arrangements you could reach with them regarding using their content.

Online Video

YouTube and Other Video Sharing Websites

<http://www.youtube.com/visithuskisson>

YouTube has been described as the world's second largest Search Engine (after *Google* itself) so if you are sharing video content online it would be worthwhile to put it on a site that already has a huge following. Of course *YouTube* isn't the only video website and individual Internet users will have their own preferences.

<http://www.dailymotion.com/VisitHuskisson>

<http://www.metacafe.com/channels/VisitHuskisson/>

<http://blip.tv/visithuskisson>

<http://www.veoh.com/users/VisitHuskisson>

In addition to the sites mentioned above I have also uploaded video to *Flickr*, *Photobucket* and *Facebook*. (It is worth noting however that *Flickr* has a video time limit of 1:30.)

<http://www.flickr.com/photos/visithuskisson/>

<http://s1210.photobucket.com/albums/cc407/VisitHuskisson/>

<https://www.facebook.com/VisitHuskisson>

Users can generally rate and comment on videos, share them with friends, embed them onto websites and blogs.






TubeMogul

TubeMogul is an amazingly powerful video distribution and analytics package, though for the purposes of this project I really only want to highlight one of its features – OneLoad. OneLoad lets you upload your original source video file and then distribute it to a number of different websites potentially saving you a lot of time and Internet bandwidth.

<http://www.tubemogul.com>

Campaign: My Campaign ▼

Video Upload Status [refresh status]

<input type="checkbox"/> sites	login credentials (username or email / password)	
<input type="checkbox"/> YouTube	Upload failed: identical video already submitted. username <input type="text"/>	[more options]
 DailyMotion	<input type="text" value="http://www.dailymotion.com/video/xlpwwo"/>	[link] [embed code]
 Metacafe	<input type="text" value="http://www.metacafe.com/watch/7449538"/>	[link] [embed code]
 Blip.tv	<input type="text" value="http://www.blip.tv/file/5629990"/>	[link] [embed code]
 Veoh	<input type="text" value="http://www.veoh.com/videos/v22481867v"/>	[link] [embed code]
 Flickr	<input type="text" value="http://www.flickr.com/photos/visithuskisson"/>	[link] [embed code]

TubeMogul also gives you useful information about different video sharing websites (including audience demographics) so you can decide whether your video would site a particular site or not.



Description: You haven't heard of YouTube??

Traffic Averages: 69,329,000 monthly unique visitors; 74 pages viewed per person; 0:55:52 minutes spent on site.

Demographics: Evenly female/male audience, largest age cluster in 20-40 year old range.

Registration process: Easy. Requires email confirmation.

Upload process: Fast review process, mainly automated.

Notes: YouTube? accepts Gmail logins.

Video Podcasting

While online video is generally about watching a video from a website, it is also possible to download and enjoy video podcasts. (You will see plenty of video podcasts available at the *iTunes* store.) Podcasts – audio or video – are powered by RSS feeds. Podcast catchers (again, *iTunes* is a great example of one of these) will check RSS feeds to see if there is new content to download and download it when appropriate. From here you can enjoy the podcasts, either on your computer or on a mp3/video player. Though different video players use different video formats, so if you are making your videos available for different devices you may need to produce different formats of video as well as multiple RSS streams.

Blip.TV

<http://www.blip.tv>

Blip.TV offers multiple versions of your video (which it appears to generate itself) and multiple RSS feeds. For example I uploaded the Visit Huskisson as a WMV (Windows Media Video) and it generated an MPEG 4 version for people who are using the *iTunes* RSS feed.

<http://blip.tv/visithuskisson/rss/itunes/>

VisitHuskisson

Visit Huskisson. Learn about everything the Huskisson region (in New South Wales, Australia) has to offer.

Visit Huskisson

Sunday, 16 October 2011 1:03 PM

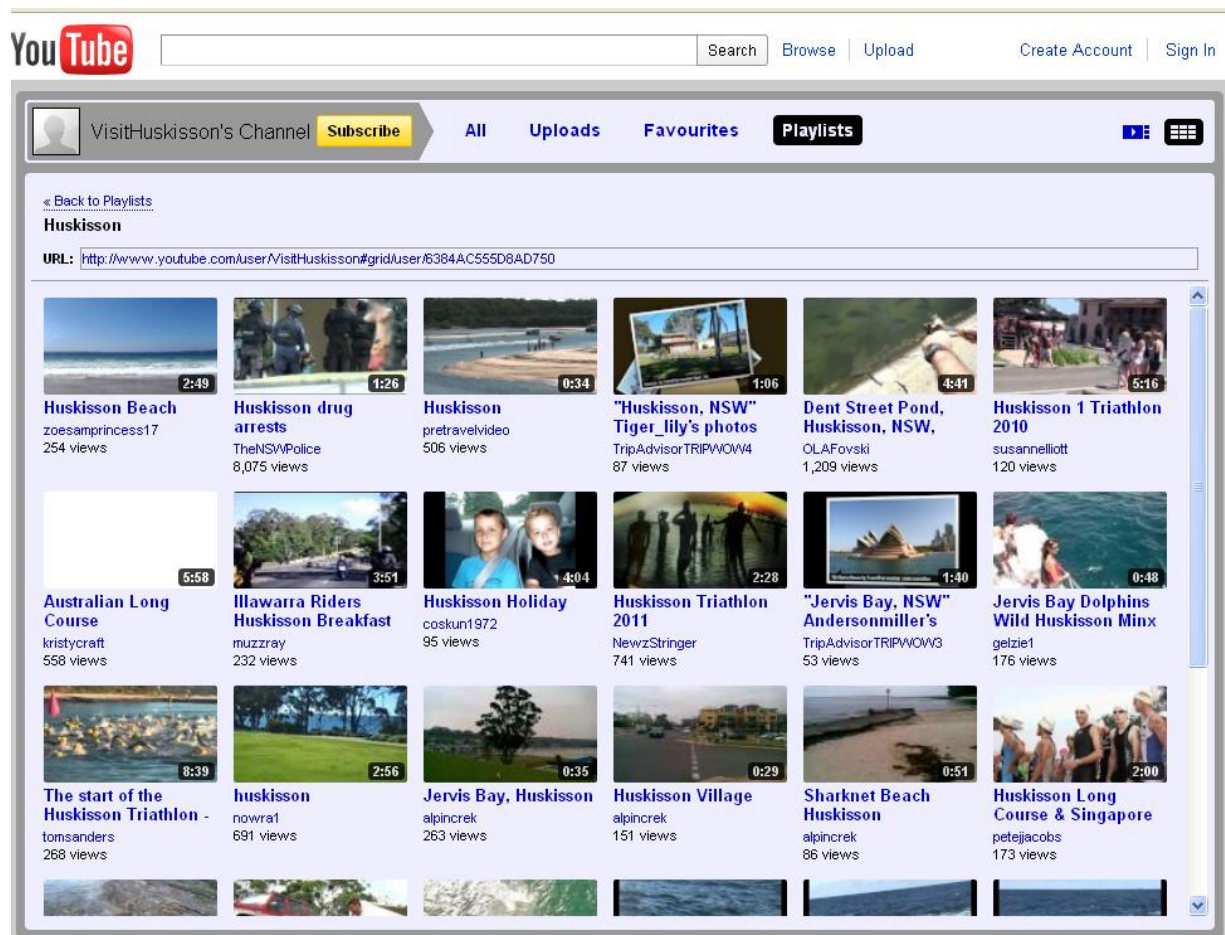
Video footage and photographs from the Huskisson region of New South Wales, Australia. <http://www.visithuskisson.com>

Media files

-  [VisitHuskisson-VisitHuskisson678.m4v](#) (6.7 MB)
-  [VisitHuskisson-VisitHuskisson758.wmv](#) (135 MB)
-  [VisitHuskisson-VisitHuskisson384.mp4](#) (MPEG-4 Movie, 5.8 MB)

Other People's Videos

Of course social media isn't just about creating your own content, it's about enjoying and other people's content too. In a similar fashion to the *Flickr* and *DeviantArt* favourites, I have also created a Huskisson playlist in *YouTube*.

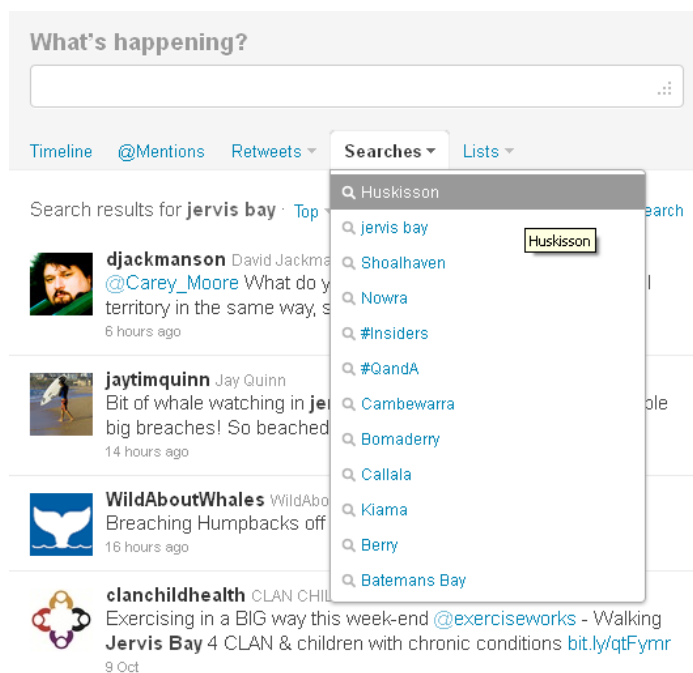


I can share the links to these videos on *Facebook* or *Twitter* (or via *Delicious*), or embed them on websites and blogs.

Twitter

Finding Relevant Content

In the interests of highlighting the Huskisson region, I want to find and share interesting relevant tweets. To do this I have set up saved searches for a number of local place names. I check this periodically, but I refer mostly to searches for 'Huskisson' and 'Jervis Bay' for relevant content from other *Twitter* users. (And it is perhaps worth noting that tweets containing the name 'Jervis Bay' vastly outnumber tweets that contain the name 'Huskisson'.)

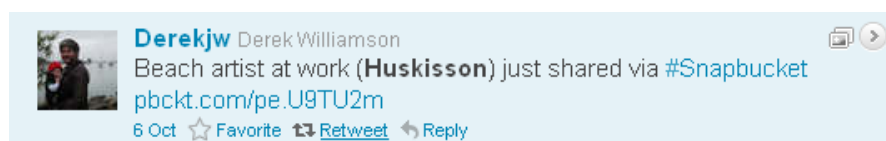


Retweeting

When I find tweets that are relevant to the region I can share them with my followers through a process known as 'retweeting.' There are two basic ways of doing this.

Native Retweeting

Native Retweeting is the process of using *Twitter's* inbuilt retweet function. This is simply a matter of clicking on the 'retweet' button underneath each tweet. (Though you will not be able to do this for tweets that come from locked/private *Twitter* accounts.)



Retweeting With Comment

Retweeting with comment, or non-native retweeting, involves reproducing the text of another person's tweet in a new tweet you have created. You may see these produced in a number of ways. For example:

RT @VisitHuskisson: Check out our photographs on deviantArt:
<http://visithuskisson.deviantart.com> #VisitHuskisson #Huskisson

MT @VisitHuskisson: Check out our [...] deviantArt:
<http://visithuskisson.deviantart.com> #VisitHuskisson #Huskisson

Check out our photographs on deviantArt: <http://visithuskisson.deviantart.com>
#VisitHuskisson #Huskisson (via @VisitHuskisson)

In the examples above, RT stands for ReTweet and MT stands for Modified Tweet.

Keep in mind that each tweet has only 140 characters, however if you have enough characters you can retweet non-natively and include your own comment. For example:

Great shots! RT @VisitHuskisson: Check out our photographs on deviantArt:
<http://visithuskisson.deviantart.com> #VisitHuskisson #Huskisson

While there are 'retweet with comment' type features in many third party *Twitter* clients, if you're using the Twitter website directly there's no other way of doing this than simply copying and pasting the text of the tweet you're commenting on.

Hashtags

Hashtags are a way of grouping tweets that relate to a specific subject or event. While a search for Huskisson will include information about the region it invariably turns up results about people with the surname Huskisson as well. If we were to start using the #VisitHuskisson hashtag instead this may help people find relevant tweets more easily by searching for that hashtag specifically.

Hashtags are a great way of identifying audiences on Twitter too. People who use the #QandA hashtag for example (relating to the ABC television show *Q&A*) reveal a group of people who have an interest in Australian politics.

Lists and List Management







You can follow a lot of people on *Twitter* and sometimes this constant stream of tweets can become overwhelming. *Twitter* lists allow you to group *Twitter* users in ways that make sense to you. For example you might have a list of your nearest and dearest friends so you can check this list separately and make sure you never miss out on what's going on with your friends. Or you might create a list of local businesses, or your favourite musicians, or people who will be speaking at a conference you're attending – the possibilities are endless.

Formulists

<http://www.formulists.com>

The lists described earlier are all created manually, where you create the list and decide who will go into it. It is also possible, using a tool called *Formulists*, to automate *Twitter* list creation. You can create lists based around specific keywords and hashtags people are using, based on geographical location, based on who is following (or not following) you and who your friends are talking to.

Your Formulists Lists

Add more Formulists Lists		
 huskisson-search 	A list of people who talk about Huskisson (made using @formulists)	Following: 40 Updated: 3 days ago
 Jervis-Bay-search 	A list of people who talk about Jervis Bay (made using @formulists)	Following: 15 Updated: 3 days ago
 JLAustraliaContacts 	A mash, merge or filter of existing lists or sets of followers made with formulists.com	Following: 316 Updated: 4 minutes ago

In the graphic above you will see that there are two lists based on the keywords 'Huskisson' and 'Jervis Bay' as well as a merge of an existing list of Australian contacts from my own personal *Twitter* account.

Listorius

<http://listorious.com/>

Listorius is a *Twitter* directory. *Listorious* gives you the ability to search for individual *Twitter* users as well as thematic *Twitter* lists. So if you had just started on *Twitter* and were interested in learning about Australia for example, instead of manually looking for Australians on *Twitter* you could find a list of Australians somebody else had created earlier and follow it.

Listorious

Search For Lists

Search for **Lists** | **People**

Tags: [australia](#) [business news](#) [newzealand](#) [sydney](#) [melbourne](#) [traveller](#) [southaustralia](#)

Australia

All about **Australia** - people, places, events and much more!

Curated by [lavalifeVOICE](#)

500 people: ... The West Australian, ArtGalleryofNSW, **MTV AUSTRALIA**, Triple M Footy, Qantas Airways, Champion Data, Telstra_news, **Netball Australia**, Hopeless Lingerie, Julie Corletto

Twitter Clients

In addition to use *Twitter* from the *Twitter* website there are also third party *Twitter* clients that will give additional functionality.

<http://www.seesmic.com>

<http://www.tweetdeck.com>

<http://www.echofon.com>

My preference for in browser support is *Seesmic Web*, and when tweeting from an *iPod Touch/iPhone* I prefer to use *Echofon*.

Facebook

Facebook Page

Whereas *Facebook* profiles are for people, *Facebook* pages are used to promote businesses, services, places and celebrities (and other things). *Facebook* routinely deletes profiles that don't represent real people (and yes that extends to using a screen name or pseudonym, and where businesses are using a profile instead of a page).

To create a *Facebook* page:

<http://www.facebook.com/pages/create.php>

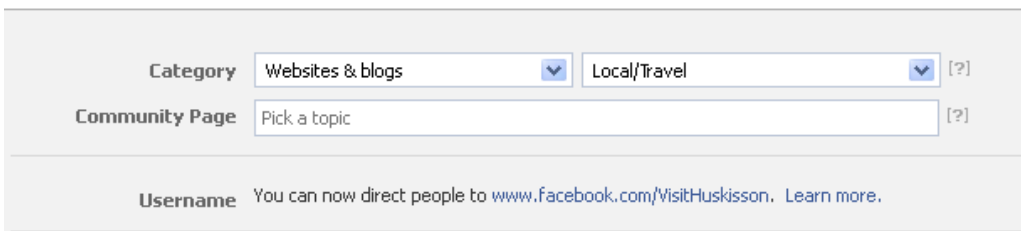
I have set up a *Facebook* page for Visit Huskisson.

<http://www.facebook.com/VisitHuskisson>

Facebook are also concerned about people misrepresenting other entities. If you set up a page about the *iPhone* for example and aren't a representative of *Apple* you are headed for considerable headaches.

Because I have no claim to the Huskisson region instead of making a page for Huskisson I'm making a page for the Visit Huskisson website (which I do own). This is a subtle distinction that probably won't affect any visitors to the page but will help me avoid sticky *Facebook* terms of service issues later.

Visit Huskisson



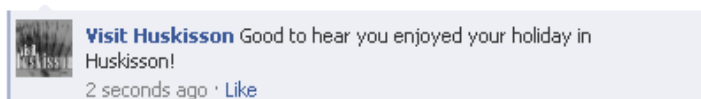
The screenshot shows the Facebook page creation interface. It includes two dropdown menus for 'Category' with 'Websites & blogs' and 'Local/Travel' selected. Below these is a 'Community Page' section with a text input field containing 'Pick a topic'. At the bottom, the 'Username' field is populated with 'You can now direct people to www.facebook.com/VisitHuskisson. Learn more.'

Although it is technically possible to create a *Facebook* page independent of a *Facebook* profile as an administrator this is not recommended as it may lead to ownership/administration challenges in the future.

Using Facebook as Page



Facebook gives you the opportunity to use *Facebook* as your page. This means if you leave a comment as a page, it will be as your page (in this instance Visit Huskisson) and your *Facebook* page's avatar will appear with the comment.



Similarly if you 'like' other *Facebook* pages as your own page they will appear on your *Facebook* page (rather than your personal profile).



For the Visit Huskisson project I have 'liked' other local businesses and attractions to highlight them.

Some of the places that are liked by Visit Huskisson (such as Dolphin Wild Cruises and WildGinger) are *Facebook* pages, but some other pages are actually *Facebook* Community pages (such as the Huskisson Beach Motel). These Community pages aren't actually owned by anyone per se but are created when people check in to these locations with *Facebook* Places.

If your business is represented by a Community page you can claim the business and either create a new *Facebook* page or combine it with a pre-existing *Facebook* page.

Is this your business?

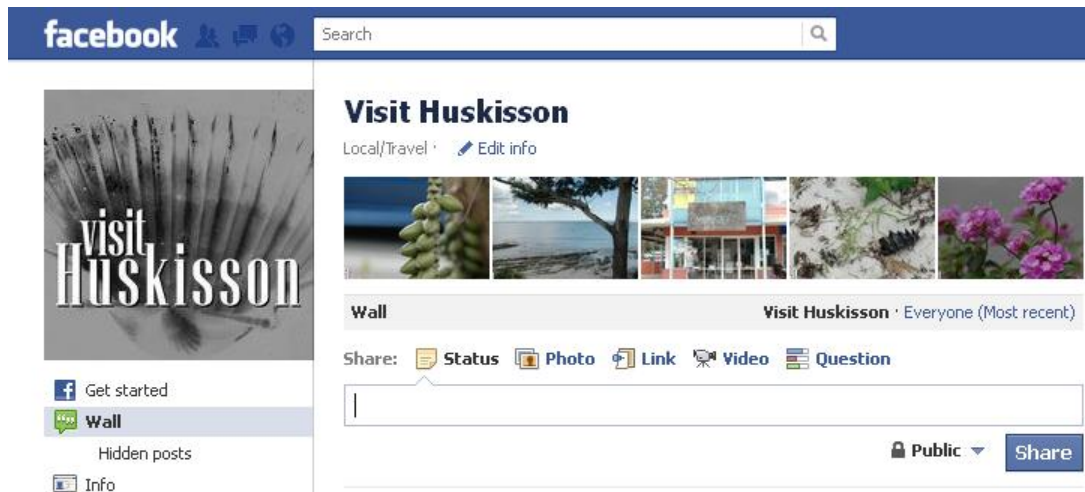


Claim your business

- You can make changes to the information in this Places Listing by turning it into a Facebook Page for your business. A Facebook Page gives you one central place to manage your business, likes and interactions.
- If your business already has a Facebook Page, you can combine it with this listing in the next step. People who are already connected to your Places Listing will be included with the people who are connected to your Facebook Page so you will not lose any of your existing connections.

Content

Facebook pages allow you to post statuses (similar to tweets but with a 5000 character limit rather than a 140 character limit), photographs, links, videos and 'questions.'



For the Visit Huskisson page I want to upload all the original photograph and video content I've taken. Additionally I will include statuses periodically (sometimes cross posted from the @VisitHuskisson Twitter account).

Questions – really mini surveys – are a fun way of interacting with people on Facebook. (When people respond their response appears in their friends' news feeds. This is a great way of reaching friends of friends.)

What's your favourite thing to do in Huskisson?

<input type="checkbox"/>	Go to the beach
<input type="checkbox"/>	Eat, drink and be merry
<input type="checkbox"/>	Swim/Surf
<input type="checkbox"/>	Watch Dolphins and Whales 0 votes
<input type="checkbox"/>	Fishing
<input type="checkbox"/>	Shopping
<input type="checkbox"/>	Getting back to nature
Add an option...	

Asked by



Visit Huskisson

4 seconds ago · Share · Edit options · Delete

Ask friends

Follow

Cross Posting from Twitter

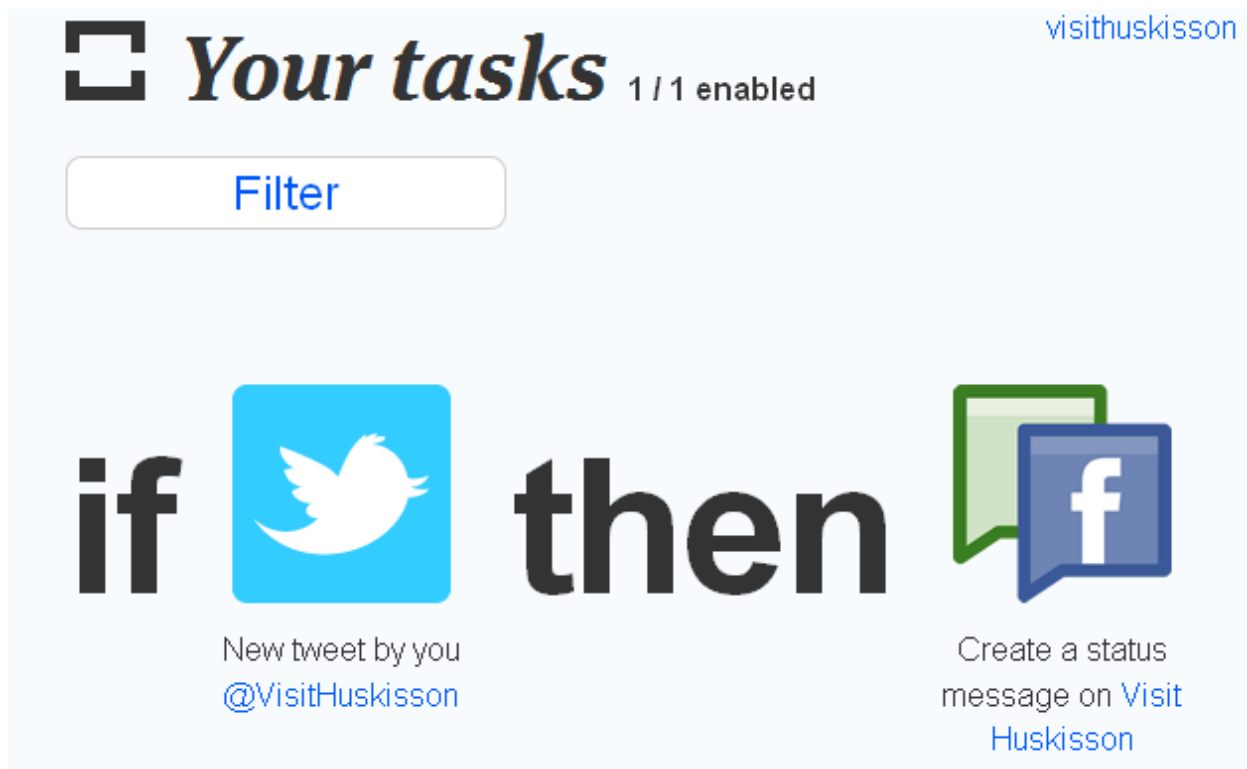
Twitter provides the ability to post your tweets to a *Facebook* profile. However it does not let you post to a *Facebook* page.

Facebook

 Post your Tweets to Facebook



I want to take my tweets and post them on the Visit Huskisson page. To do this I will have to use a third party tool called *ifttt*.

<http://ifttt.com>



Your tasks 1 / 1 enabled

Filter

if  **then** 

New tweet by you
[@VisitHuskisson](#)

Create a status message on [Visit Huskisson](#)

Every 15 minutes *ifttt* will check to see if there are new tweets on the [@VisitHuskisson](#) *Twitter* account and if so repost them to the Visit Huskisson *Facebook* page.

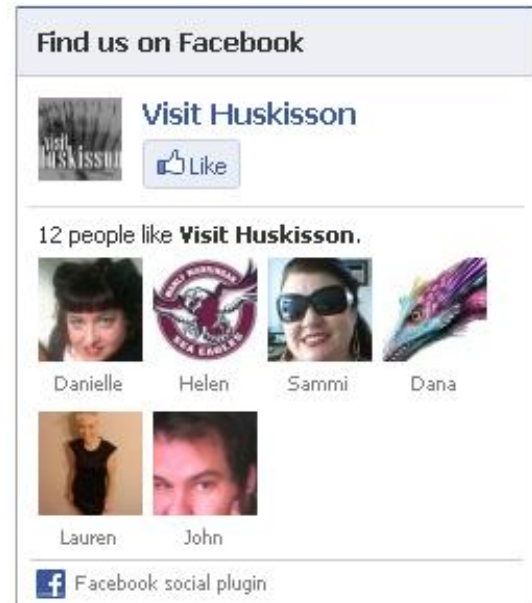
ifttt can automate a lot of handy tasks online including taking your shared items from *Google Reader* and sending the links to be shared on *Delicious* and backing up your newly uploaded *Flickr* photographs to your *Dropbox* account.

Page Button for Website

You can invite people to visit or 'like' your *Facebook* page by creating a button, or widget, on your website or blog.

To create a Page Button go to:

<http://www.facebook.com/badges/>



Facebook Insights

Facebook Insights provide statistical information about how people interact with your pages.

<http://www.facebook.com/insights/>



Social Bookmarking

Delicious

Delicious gives users the ability to create and share bookmarks, and organise them with keywords.

<http://www.delicious.com/VisitHuskisson>

The screenshot shows the Delicious website interface. At the top, there's a navigation bar with 'Home', 'Bookmarks', 'People', and 'Tags'. The user is logged in as 'VisitHuskisson'. Below the navigation bar, the page title is 'VisitHuskisson's Bookmarks'. There are links for 'Bookmarks', 'Network', 'Tags', 'Subscriptions', and 'Inbox'. A message says 'See more bookmarks in Popular, Recent, or look up a URL.'. Below this is a search bar with 'VisitHuskisson' and a 'Type a tag' input field. On the right, it says 'Bookmarks 27' and 'Display options'. The main content area lists bookmarks with their dates, titles, and tags. Each bookmark has 'EDIT | SHARE | DELETE' links. The tags are displayed as small grey boxes with the bookmark count next to them.

Date	Title	Tags	Count
04 SEP 11	Huskisson Travel smh.com.au	Huskisson, Tourism	
	Wotif Huskisson Accommodation	Huskisson, Accommodation	
	Dolphin Watch Cruises Jervis Bay	Dolphins, Whales, Huskisson, Attractions	4
	Jervis Bay Fine Food Huskisson Seagrass	Huskisson, Restaurant, Food	
	Jervis Bay Motel - Huskisson Motel Jervis Bay	Huskisson, Accommodation	2
	Paperbark Camp	Huskisson, Accommodation	50
	Lady Denman Heritage Complex	Huskisson, Museum	2
	Huskisson Chamber of Commerce and Tourism Inc	Huskisson, Tourism, Commerce	
	Huskisson Anglican Church	Huskisson, Church	
	Huskisson Bowling Club	Huskisson	